

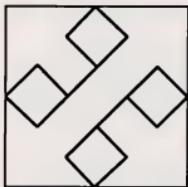


Electronic Data Intertrends

North America

Victor S. Wheatman
Manager, EDI Program—U.S.
INPUT





ENHANCED EDI SERVICES/ SYSTEMS

INPUT

NOTES:

ECO4-VW2-2



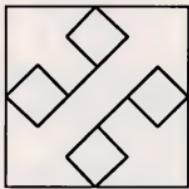
Network Services/ Profit Margins

- Transport Low
- Traditional value added Medium
- Enhanced value added High

INPUT

NOTES:





EDI INTER- NETWORKING

("INTERWORKING")

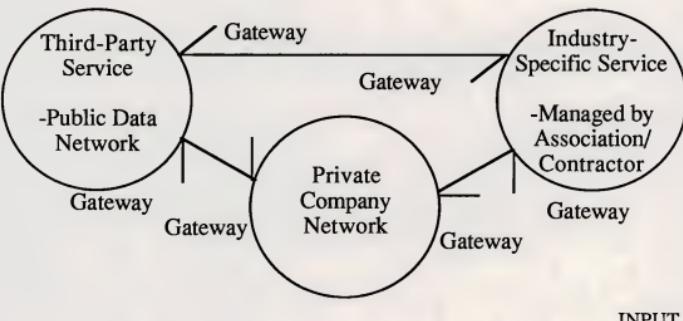
INPUT

NOTES:

ECO4-VW2-4



Three Types of EDI Networks



NOTES:

ECO4-VW2-5



EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal Transparency

INPUT

NOTES:

ECO4-VW2-6



EDI Internetworking—Issues

- Double Charging (Users)
- Interexchange Acknowledgement (Standards)
- Settlements (Vendors)

INPUT

NOTES:

ECO4-VW2-7



X.400 Benefits E-Mail and EDI

- Reliable Intersystem Transport
- Electronic Audit Trail
- Electronic Directories

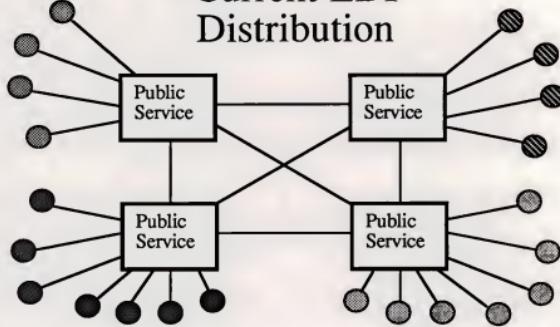
INPUT

NOTES:

ECO4-VW2-8



Current EDI Distribution

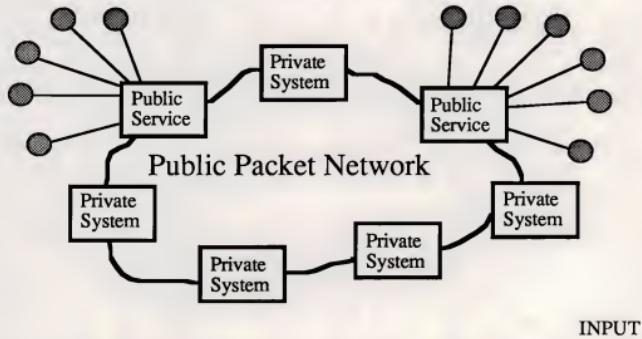


NOTES:

ECO4-VW2.9



EDI in X.400 Environment



NOTES:

ECO4-VW2-10



X.400 Affects the Market

Market Segment	Impact
VANs	EDI Revenues Decrease VAN Revenues Increase
RCS Firms	Need New Strategies
Software and Equipment	X.400 Front-End Opportunities

INPUT

NOTES:

ECO4-VW2-11



EDI Service Provider Options for X.400

- Develop X.400 Front Ends
- Implement Local (BOC) Networks
- Offer Value-Added Services

INPUT

NOTES:

ECO4-VW2-12



EDI/EFT \$ervice\$

EDI = Data

EFT = Value

INPUT

NOTES:

ECO4-VW2-13



EDI/EFT Formats

- CCD+ - Single addenda
- CTP - Structured, multiple addenda
- CTX - Free form X12 compatible addenda

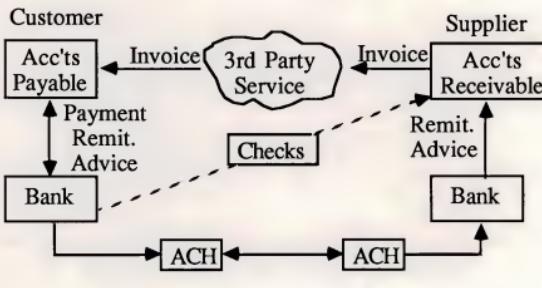
INPUT

NOTES:

ECO4-VW2-14



Banks in EDI



NOTES:



EDI/EFT Issues

- Network capacity
- Liability
- Data with value or separate?
- Compete or complement?
- "Pure" EDI services?

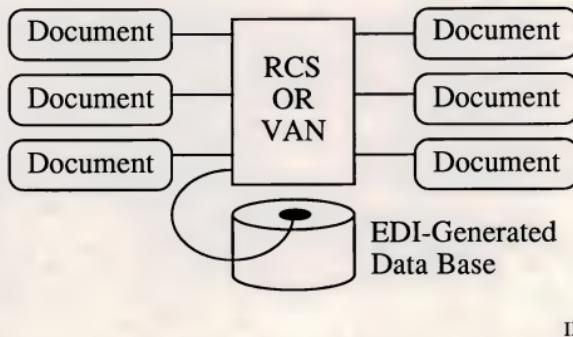
INPUT

NOTES:

ECO4-VW2-16



EDI Traffic Becomes a Data Base



NOTES:

ECO4-VW2-17



EDI Traffic Becomes a Data Base

- Only Example: SSW's Medimetrik
 - Aggregate Pharmaceutical Information
- Others Can Benefit
- Applications:
 - Market Research
 - Sales/Distribution Analysis

INPUT

NOTES:

ECO4-VW2-18



Transaction Data Bases

- Market analysis
- Trade statistics
- Factoring validation
- Credit verification

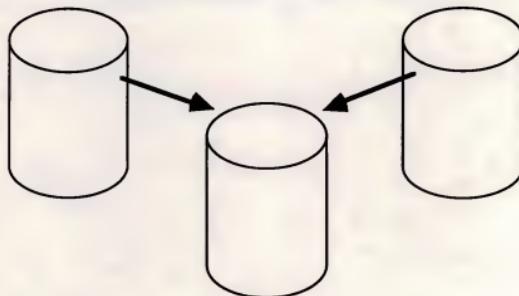
INPUT

NOTES:

ECO4-VW2-19



Value-Added Data Bases



INPUT

NOTES:

ECO4-VW2-20



EDI Data Base Issues

- Trading Partner Participation
- Who Can Access
- Security/Privacy
- Software design

INPUT

NOTES:

ECO4-VW2-21



Data Bases Can Facilitate Trading

Example: Schweber Net

- Exclusive Use of Video Log
 - Electronic Components
 - NAPLPS Graphics
- On-Line Order Entry
 - Ordering System → Pick List
- Competitive Advantage

INPUT

NOTES:

ECO4-VW2-22



UPC Catalogs

- GEIS' UPC*Express
- Quick Response Systems
 - Vendor to retailer PLU/POS
 - GMAIC+VICS 832 formats
- Missing: Interface to SKU system

INPUT

NOTES:

ECO4-VW2-23



Graphics/EDI Integration

Examples:

- Schweber Net
- Design* Express (GEIS)
- WSSDOM (AT&T/ CAD CAM Inc.)

Premise:

Graphics needed in buying decisions—*aerospace, electronics, specialty manufacturing, others*

INPUT

NOTES:

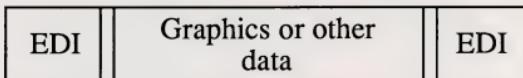
ECO4-VW2-24



Graphics Interchange

GEIS' Design  Express

Supply-Tech's software approach



INPUT

NOTES:

ECO4-VW2-25



Graphics Interchange

- Reiterative design process
- Translations between CAD/CAM standards
- Graphic specification attached to contract

INPUT

NOTES:

ECO4-VW2-26



Graphics/EDI Integration

WSSDOM

Wide Scale Shared Data Operations Management
IGES CAD/CAM GRAPHICS + TEXT

- Supplier link
- Maintenance link

INPUT

NOTES:

ECO4-VW2-27



WSSDOM—Supplier Link

- Bid opportunities for small-medium size speciality parts/components manufacturers
- Listing fees-usage fees
- Mailboxes receive bid/bid opportunities
-Flexible formats

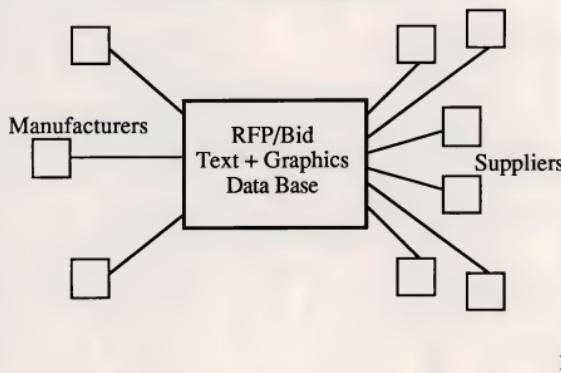
INPUT

NOTES:

ECO4-VW2-28



WSSDOM—Supplier Link

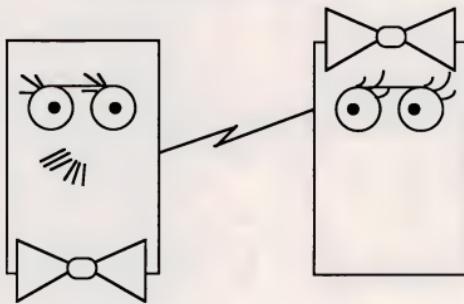


NOTES:

ECO4-VW2-29



Interactive EDI



INPUT

NOTES:

ECO4-VW2-30



Interactive EDI

- Application-to-application interaction
 - Implies A-I
 - Query stock levels prior to order
 - Multiple price quotes
- Also—"Fast Batch"-15 minute response

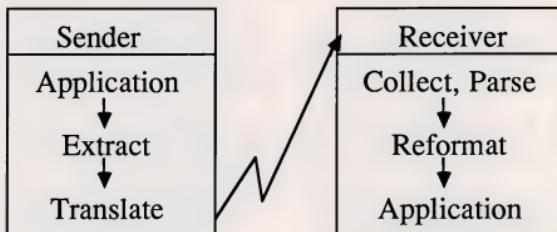
INPUT

NOTES:

ECO4-VW2-31



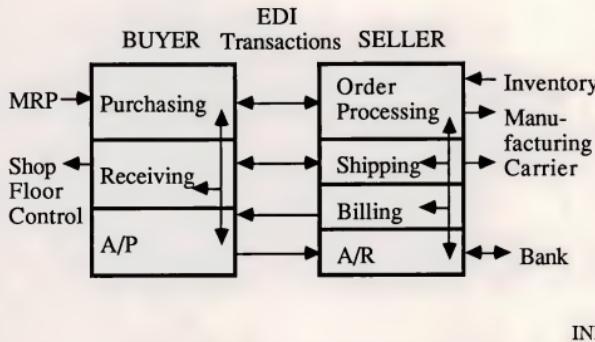
EDI/Application Integration



NOTES:



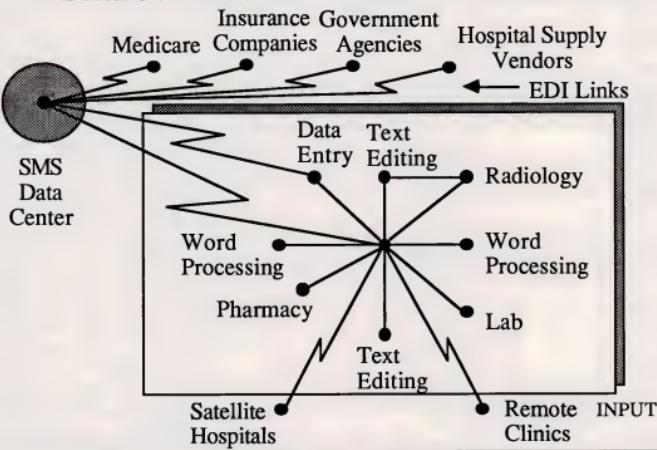
EDI/Application Integration



NOTES:



Shared Medical Extended Network



NOTES:



EDI Futures

- Mixed media in the envelope
 - Voice - Video
- Machine language translation

INPUT

NOTES:

ECO4-VW2-35



EDI Enhanced Services

- Market differentiator
- Value added
 - To user
 - To revenue
- Positioning for future needs

INPUT

NOTES:

ECO4-VW2-36



QUALITY CONTROL
PROOFREADING SIGNOFF

DESCRIPTION

EOI UK presentation

PROJECT CODE

EC04-VWZ

AUTHOR

Vic Wheatman

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
4/26	<i>Vic</i>	<i>PL</i>	4/26
FINAL Q.C.			
4/26	<i>Vic</i>	<i>PL</i>	4/26

READY FOR PRINTER

INPUT**PRODUCTION WORK ORDER**

(Please fill out both sides)

DATE IN: 4/25/89DATE DUE: 5/5/89PROJECT CODE: EC04-W-2AUTHORIZED BY: Mic NEW REPEAT REPEAT W/CHANGE**WORK SPECIFICATIONS**DATE OF PRESENTATION: 5/10 LONDON

Additional Information

35mm Slides
 Foils
 Exhibits
 Questionnaire
 Letter
 Business Card
 Note Paper
 Newsletter
 News Release
 Form
 Brochure
 Cover Design
 Other

Number of pages submitted 36 Text Graphics**SPECIAL INSTRUCTIONS**Need Hardcopy & Some Slides
as shown**MAILING SPECIFICATIONS**Envelope: No. 10 9 x 12 10 x 13 Reply Envelope Quantity _____
 First Class Bulk Address Labels (Zip Code Order)

Enclosures:

Letter
 Questionnaire
 Newsletter
 News Release
 Form
 Brochure
 Business Reply Envelope
 Other

PRINTING SPECIFICATIONS

Quantity/Slides/Foils

Quantity/Hard Copy

Paper Size

Finished Size

Number of Pages

Outside Printer
 Photocopy
 Single side
 Double side
 Three hole punch
 Velobind punch
 Trim to _____ X _____
 Binding
 Cover
 Paper Color
 Ink Color
 Copyright Paper
 Fold 1/2 fold 1/3 fold
 Pad
 Saddle Stitch
 Box
 Shrink Wrap
 Staple Corner 2 on side

MAIL _____ COPIES DIRECTLY TO:

Distribution:

Initial Mailing
 Shelf Stock
 NJ
 DC
 London
 Paris
 Japan

Quantity

TOTAL



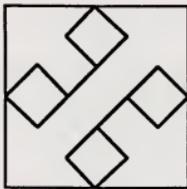
EDI - The Next
Generation

Victor S. Wenthuan
INPUT

Side

ECO 4-UV2-1





ENHANCED ~~TRANSCED~~
EDI SERVICES/
SYSTEMS

Hector S. Wheatley

INPUT

NOTES:

5555-VU-17

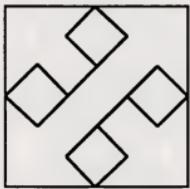
2



Network Services // Profit Margins

• Transport	Low
• Traditional Value Added	Medium
• Enhanced Value Added	High





EDI
INTER-
NETWORKING

("INTERWORKING")

INPUT

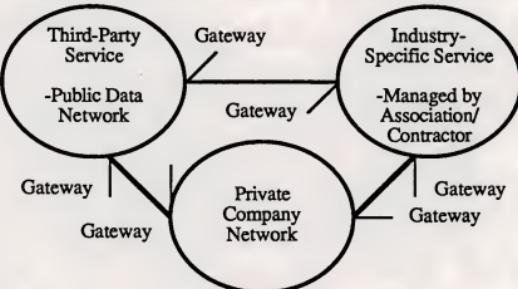
NOTES:

JJJJ-VW-30

4



THREE TYPES OF EDI NETWORKS



INPUT

NOTES:

JJJJ-VW-31

INPUT

5



EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal: Transparency

INPUT

NOTES:

ECON-VW-19

6

EDI Internetworking—Issues

- Double Charging (Users)
- Interexchange Acknowledgement (Standards)
- Settlements (Vendors)

INPUT

NOTES:

ECON-VW-20

X.400 Benefits E-Mail and EDI

- Reliable Intersystem Transport
- Electronic Audit Trail
- Electronic Directories

INPUT

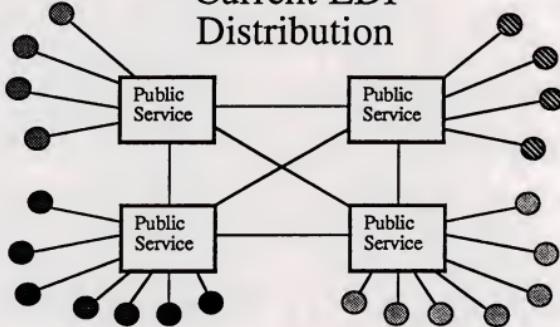
NOTES:

Slide

MPRE89-EDI-1

7

Current EDI Distribution



INPUT

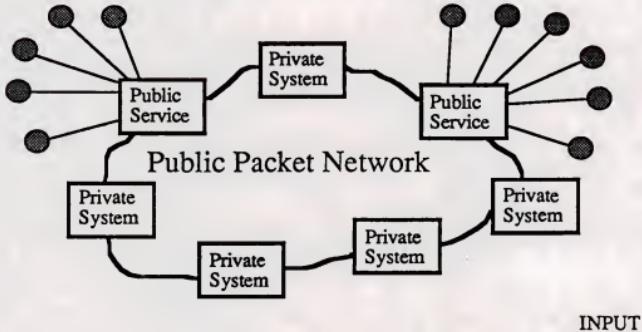
NOTES:

Side

MPRE89-EDI-3

9

EDI in X.400 Environment



NOTES:

Slide



X.400 Affects the Market

Market Segment	Impact
VANs	EDI Revenues Decrease VAN Revenues Increase
RCS Firms	Need New Strategies
Software and Equipment	X.400 Front-End Opportunities

INPUT

NOTES:

Slide

MPRE89-EDI-2

1

EDI Service Provider Options for X.400

- Develop X.400 Front Ends
- Implement Local (BOC) Networks
- Offer Value-Added Services

INPUT

NOTES:

Slide

MPRE89-EDI-5

(2

EDI / EFT

~~DATA~~

\$ERVICE\$

EDI = Data

EFT = Value

Slide

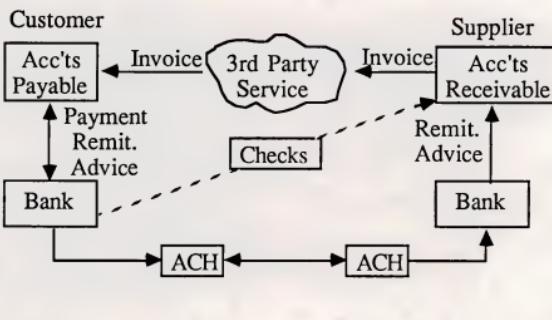


EDI / EFT FORMATS

- CCD+ - Single Addenda
- CTP - Structured, Multiple Addenda
- CTX - Free Form X12 compatible Addenda

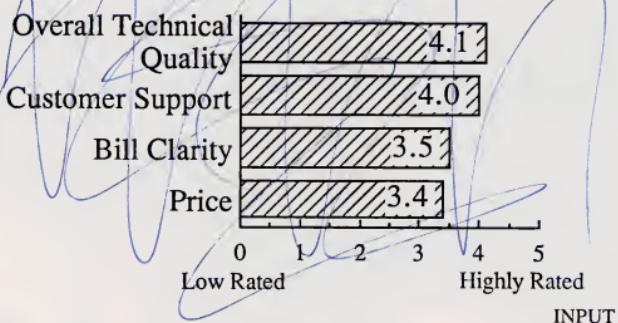


Banks in EDI



NOTES:

User Rating—Third-Party Networks Averages—All Networks



NOTES:

ECON-VW-33

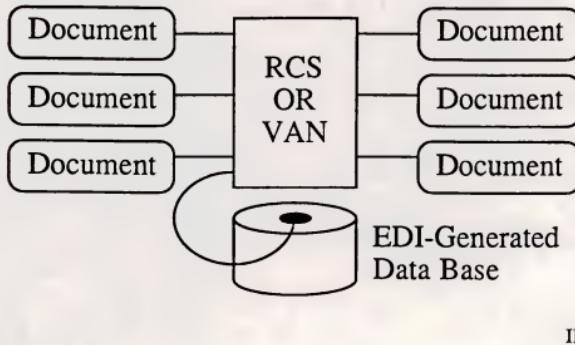
EDI / EFT ISSUES

- Network capacity
- Liability
- Data with value or separate?
- Compete or complement?
- "Pure" EDI Services?

Slide



EDI Traffic Becomes a Data Base



NOTES:

JJ88-VW2-25

17

EDI/Application Integration

- P.S. Firms Can Assist
- EDI a Starting Point for Total Operational Improvements

INPUT

NOTES:

ECON-VW-12a

EDI TRAFFIC BECOMES A DATA BASE

Only Example: SSW's Medimetrik

-Aggregate Pharmaceutical Information

Others Can Benefit

Applications:

-Market Research

-Sales/Distribution Analysis

INPUT

NOTES:

test sheet

JJJJ-VW-20

(4)



Transaction Data Bases

- Market Analysis

- Trade Statistics

- Factoring Validation

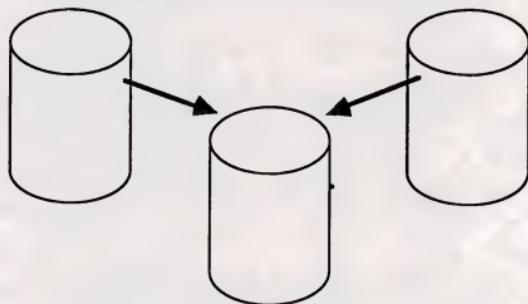
~~DATA~~

- Credit Verification

Slide



Value-Added Data Bases



INPUT

NOTES:

Slide

JJ88-VW2-26

20



EDI DATA BASE ISSUES

- Trading Partner Participation
- Who Can Access
- Security/Privacy
- Software Design

INPUT

NOTES:

test sheet

JJJJ-VW-21

21



DATA BASES CAN FACILITATE TRADING

Example: Schweber Net

- Exclusive Use of Video Log
 - Electronic Components
 - NAPLPS Graphics
- On-Line Order Entry
 - Ordering System → Pick List
- Competitive Advantage

INPUT

NOTES:

Request

JJJJ-VW-22

22



UPC Catalogs

- GEIS UPC * Express
- QuickResponse Systems
- Vendor to Retailer PLU/POS
GMAIC + VICS 832 Formats
- MISSING: Interface to SKU System



Graphics/EDI Integration

Examples:

- Schweber Net
- Design* Express (GEIS)
- WSSDOM (AT&T/ CAD CAM Inc.)

Premise:

Graphics needed in buying decisions— aerospace, electronics, specialty manufacturing, others

INPUT

NOTES:

ECON-VW-15

24

EDI Internetworking—Reasons

- Trading Partners on Other Services/
Networks
- Cross-Industry Trading
 - Cross-Industry Translations
- "Universal" Data Services
- Goal Transparency

INPUT

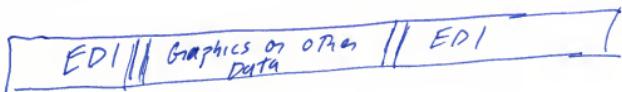
NOTES:

ECON-VW-19

GRAPHICS Interchange

GEIS' DESIGN & EXPRESS

SUPPLY-TECH'S SOFTWARE APPROACH



~~Hope~~

Graphics Interchange

- Reiterative Design Process
- Translations Between CAD/CAM Standards
- ~~Attached to Electronic Purchase Contract~~
- Graphic Specification Attached to Contract

Slide



GRAPHICS/EDI INTEGRATION

WSSDOM

Wide Scale Shared Data Operations Management
IGES CAD/CAM GRAPHICS + TEXT

- Supplier link
- Maintenance link

INPUT

NOTES:

legwork

JJJJ-VW-25

27



WSSDOM - SUPPLIER LINK

- Bid opportunities for small-medium size speciality parts/components manufacturers
- Listing fees-usage fees
- Mailboxes receive bid/bid opportunities
 - Flexible formats

INPUT

NOTES:

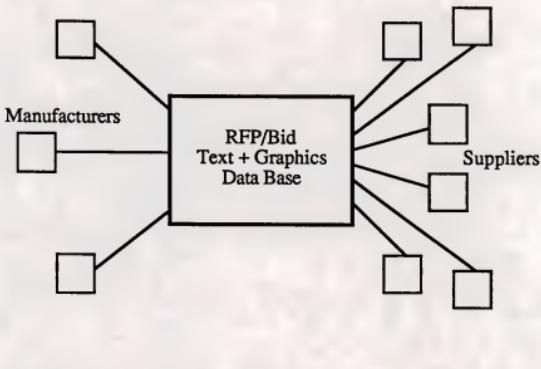
Request

JJJJ-VW-26

28



WSSDOM-SUPPLIER LINK



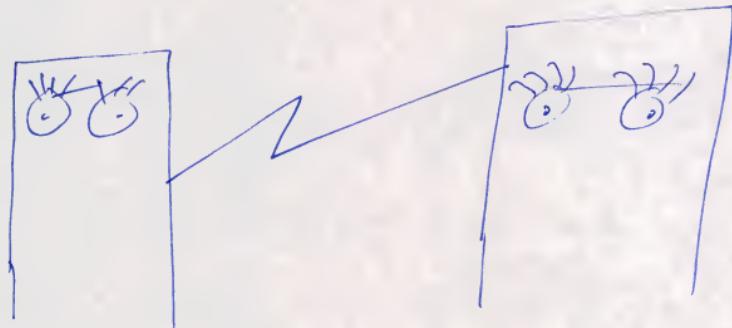
NOTES:

JJJJ-VW-27

24



Interactive EDI



(See if you can mate one female
and one male)

Spell



Interactive EDI

Application - To - Application Interaction

- o Implies A-I

- o Query Stock Levels Prior to Order

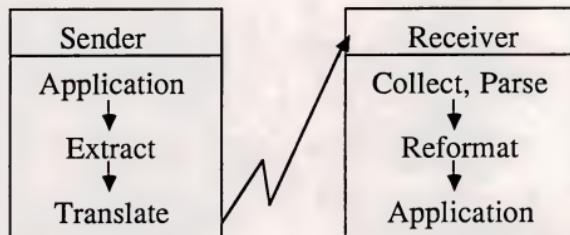
- o Multiple Price Quotes

Also - "Fast Batch" - 15 minute Response

Slide



EDI/Application Integration



NOTES:

ECON-VW-9

32

EDI SOFTWARE IS THE CORE OF THE SYSTEM

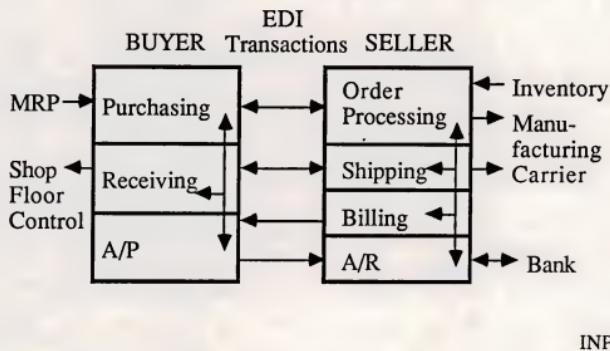


INPUT

NOTES:

EQAD-1

EDI/Application Integration



NOTES:

ECON-VW-10

33

EDI/Application Integration

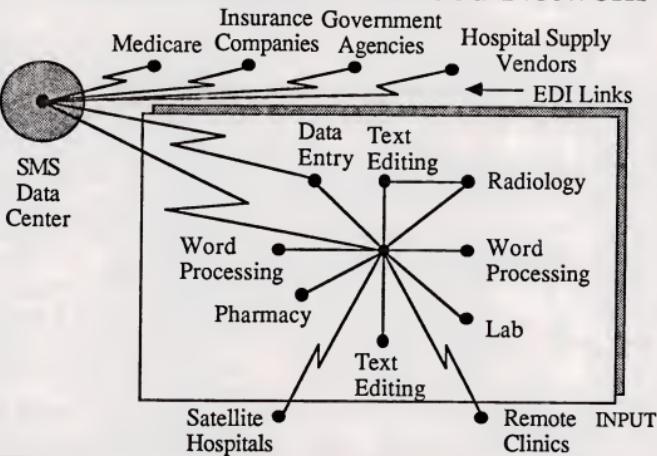
- Affects Many Departments
- Top Management Needs to Set Corporate Goals
- Task Force Approach Required

INPUT

NOTES:

ECON-VW-12

Shared Medical Extended Network



NOTES:

JJ88-VW2-22

34



EDI FUTURES

Mixed Media in The Envelope

- Voice - Video

Machine Language Translation

cycle



EDI Enhanced Services

- Market Differentiator
- Value Added
 - To User
 - To Revenue
- Positioning for future needs



ECD4-VW2

Record of Slide Origination

ECD4-VW2*

Original code

ECD4-VW2*

Original code

2	5555 - VW - 17	24	ECD4-VW - 15
4	" 30	29	5555 - VW - 27
5	ECD4-VW1 - 3	32	ECD4-VW - 9
6	ECD4-VW - 19	33	" 10
7	" 20	34	5558-VW2 - 22
8	MARE89-EOI - 1		
9	" 3		
10	" 4		
11	" 2		
12	" 5		
15	5588-VW1 - 52		
17	5588-VW2 - 25		
20	" 26		

